

Ideal Spas a top 10 Softub retailer Since '01

Ted and Amy Lines, I'Deal Spas

we approached the manufacturer to go it alone. We used to do it all ourselves, but now we generally have a team of 10 to run the business.

What were the startup costs? How did you finance them? About \$10,000. We used our savings. We still worked our bartending and teaching jobs for three years after we went in business. This way we were able to invest 100% of profits back into the business. Now we are reaping the benefits.

From whom did you get advice? We learned as we went. Neither of us had sales experience.

What problems developed that you hadn't considered? Changing market conditions and cheap knockoffs that distract consumers into buying on price alone. And employee management.

What are your goals for your business? Maintain our much fought-after market share. Retain good staff and have fun.

The Valley Press Business Profile runs Fridays in the Business section.



Ted and Amy Lines receive acknowledgement at the 2007 Diamond Dealer Meeting in Chicago

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LANCASTER, CA – When Ted and Amy Lines took their Softub spa in for servicing, the dealer – impressed by their enthusiasm – suggested they might want to sell the product line. A few months later, the Lines approached the Softub manufacturer with the idea, later opening their store, Ideal Spas.

Is this your first business? Of this magnitude, yes.

Describe your business and its products or services: Retail Softub spas is the only brand we have or will ever carry. We are a very loyal top 10 dealer by volume, including international, ever since 2001. We have an annual calendar of 40 to 44 shows in over 20 communities from Palmdale to Merced.

Why did you start this business? We owned a Softub spa since 1992 – in our minds, it is the best all-around spa. The brand was not being adequately marketed in the AV so we began our business here with 40 sales our first year. We expect to make over 400 this year.

How long and what did it take to open? Only months after we began selling for another dealer,



Ted and Amy Lines